UEFA
CHAMPIONS
LEAGUE

BRAND IDENTITY GUIDELINES
2012-15

HOW TO USE YOUR INTERACTIVE PDF

Navigation
To navigate through the interactive pdf, click on the core section titles and their respective divider pages. The bottom right-hand page contains additional navigation, as illustrated below.[1]

Downloading files
A selection of the artwork files shown within these guidelines can be automatically opened by clicking on the required image. These are highlighted by the file format icons shown below.[2]
The 'file format icons' layer in Acrobat can be clicked off if printing is required.[3]

A complete artwork overview can be viewed and downloaded from the UEFA Champions League microsite; www.uclbrandsupport.com. The following design software is required to open: Adobe Photoshop and Illustrator CS4.

This interactive pdf will only work when viewed via Adobe Acrobat. If you wish to copy the interactive pdf to your desktop, always keep the pdf together with the links in the same folder.

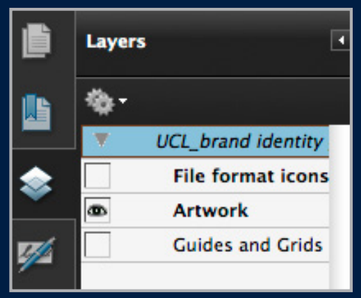
Please note: The club logos, date and times used in this document are for illustrative purposes only.

1

CORE BRAND IDENTITY / 2012-15 VISUAL IDENTITY / BRAND ACTIVATION

2

3



INTRODUCTION

These brand identity guidelines have been created for users of the UEFA Champions League brand. They contain all the materials and some examples, that have been developed by UEFA for the 2012-15 cycle.

A complementary publication, the brand book, contains more information.

CONTENTS

The brand identity guidelines are divided into three easily navigable core sections. Please click on the relevant section.

1
CORE BRAND IDENTITY 6

2
2012-15 VISUAL IDENTITY 24

3
BRAND ACTIVATION 46

OUR BRAND

The UEFA Champions League is one of the strongest brands in the world of sport. Please ensure all brand application is of high quality and reflects the premium positioning of the brand.

Brand Essence

The Best of the Best on the Ultimate Stage

Brand Vision

To Create the Ultimate Stage for Europe's Club Championship

Brand Mission

Giving Fans the Best Club Football Competition in the World

Brand Values

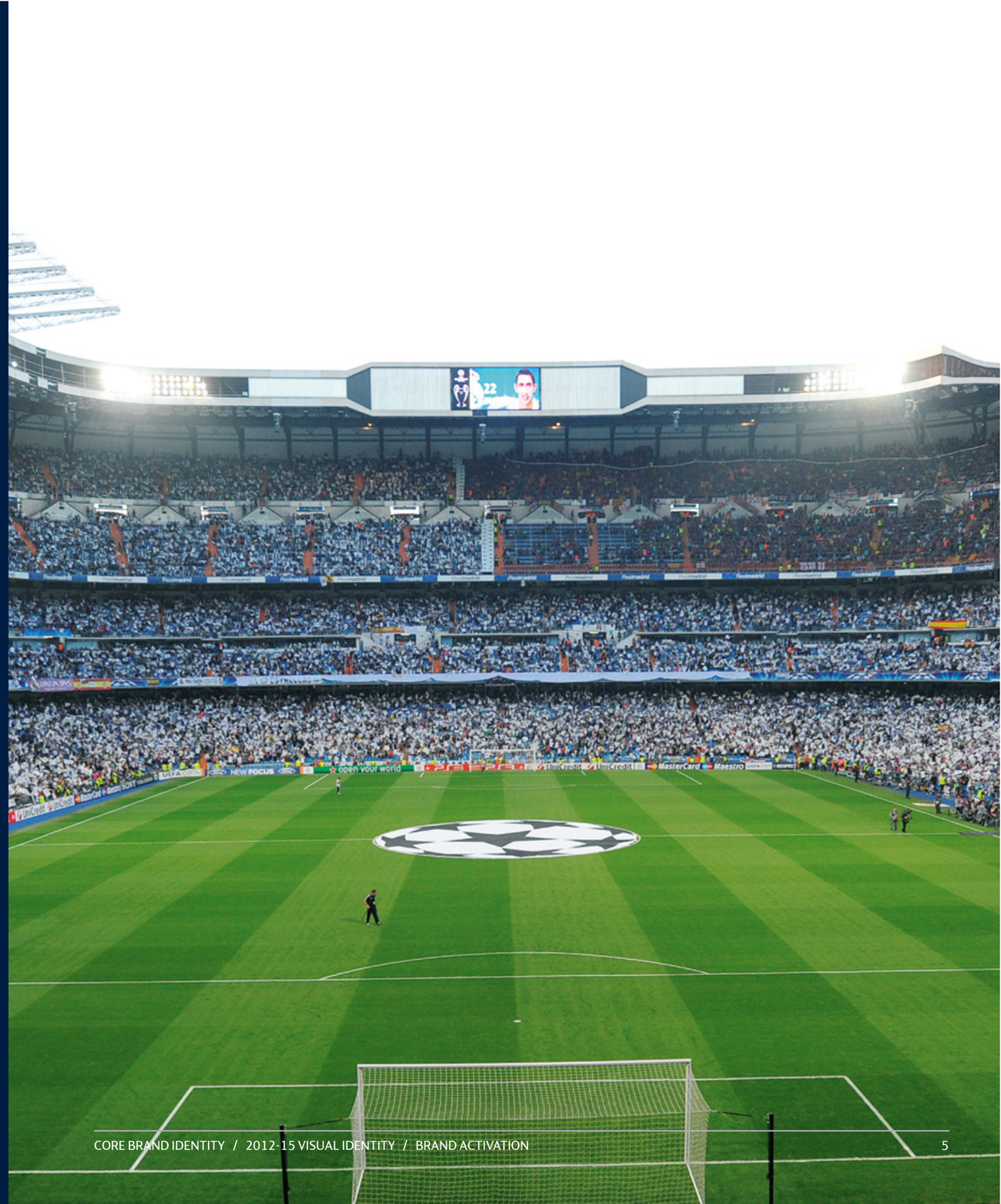
Passionate
Excellence
Inspiring
Authentic

Brand Personality

Prestigious
Exciting

"A brand that stands for prestige and excellence built around the best football in the world."

Source: adidas UEFA Champions League marketing plan



1. CORE BRAND IDENTITY

Logo Introduction	8	Exclusion Zone	14
Logo Elements	9	Dual Branding	15
Logo Flat Version	10	Official Typeface	16
Logo Silver Version	11	Brand Colours	18
Starball	12	Trophy Imagery and Line Art	20
Logotype and Naming	13	Anthem	22

CORE BRAND IDENTITY
LOGO INTRODUCTION

The UEFA Champions League logo was introduced in 1992 and has since become a globally recognised icon. It is both simple and symbolic – a ball made of stars – and perfectly captures the essence of the UEFA Champions League.

Research shows the logo has a high recognition rate of **88%** among European football fans.

Source: Hall and Partners Global Football Report 2010

CORE BRAND IDENTITY
LOGO ELEMENTS

The primary visual element of the brand identity is the UEFA Champions League logo. It is this element that symbolises the whole event and should therefore be used in all communications relating to the event.

The UEFA Champions League logo consists of four elements:

1. The Starball
2. The new UEFA arch
3. The logotype
4. The registration notice

1

EPS

2

3 CHAMPIONS LEAGUE® 4

CREATIVE NOTE

/ Please note the UEFA arch has been changed for the 2012-15 cycle.
/ The registration notice ® must not be removed from the logo.

CORE BRAND IDENTITY
LOGO FLAT VERSION

The flat colour versions of the UEFA Champions League logo should only ever appear in the four official brand colours: black, white, blue or silver. For compelling practical reasons, e.g. the use of accent colours, alternative colours are possible, as long as these logos do not appear on or around the field of play.

The UEFA Champions League logo must never be modified in any way and only supplied artwork should be used. It should always be applied to a clean background and not restricted within a box.

BLACK EPS

BLUE (PMS 654C) EPS

WHITE EPS

METALLIC SILVER (PMS 877C) EPS

INCORRECT USAGE

Old Starball version

CREATIVE NOTE

/ A common mistake is to use the pre-1996 logo. Please ensure that you use the new 2012-15 version of the logo.

/ The pink areas highlight an older, less rounded Starball version.

CORE BRAND IDENTITY
LOGO SILVER VERSION

A silver logo has been developed which will add prestige to the brand's applications. In general, the silver logo variants work best when used in a large size and on clean backgrounds.

When The UEFA Champions League logo is reproduced in a small size or on a "Ceremony of Light" visual, the flat logo versions are preferred to the silver versions for improved legibility and stand-out.

SILVER ON LIGHT TIFF

SILVER ON DARK TIFF

INCORRECT USAGE

CREATIVE NOTE

/ In general the silver logo needs to be applied with care. If there is too much silver in the application, it looks too shiny and lacks the clarity of the flat white version.

STARBALL

The Starball can be used as an independent graphic element. However, it must be used in conjunction with the whole UEFA Champions League logo in all applications where the Starball is applied.

The Starball must be used in its correct orientation and cannot be flipped or rotated in any way.

In general, creative interpretations of the UEFA Champions League identity are only possible with the Starball and are subject to approval.

CORRECT ORIENTATION

CENTRE CIRCLE

The centre circle Starball is a key icon of the event, it appears in the opening sequence and will be used at all matches.

CORRECT AND INCORRECT USAGE

CROPPING

BACKGROUNDS

CREATIVE NOTE

/ If the Starball is cropped, enough of it should be visible in order to recognise that it is a Starball made up of stars.

/ The Starball can be used as a background element but never as a repeated background pattern.

LOGOTYPE AND NAMING

LOGOTYPE

The logotype may be used as an independent graphic element, provided the full UEFA Champions League logo is used in the overall layout. It is available in black, white or the supplied silver versions.

BLACK AND WHITE VERSIONS EPS

UEFA CHAMPIONS LEAGUE®

EPS

SILVER VERSIONS TIFF

UEFA CHAMPIONS LEAGUE®

TIFF

CORRECT NAMING AND LAYOUT

The official name of the competition is the UEFA Champions League, which is an internationally registered trademark. It should always be typeset in the "Champions" font and used in its entirety in English.

UEFA CHAMPIONS LEAGUE ✓

UEFA Champions League ✓

INCORRECT USAGE

CHAMPIONS LEAGUE ✗

Uefa Champions League ✗

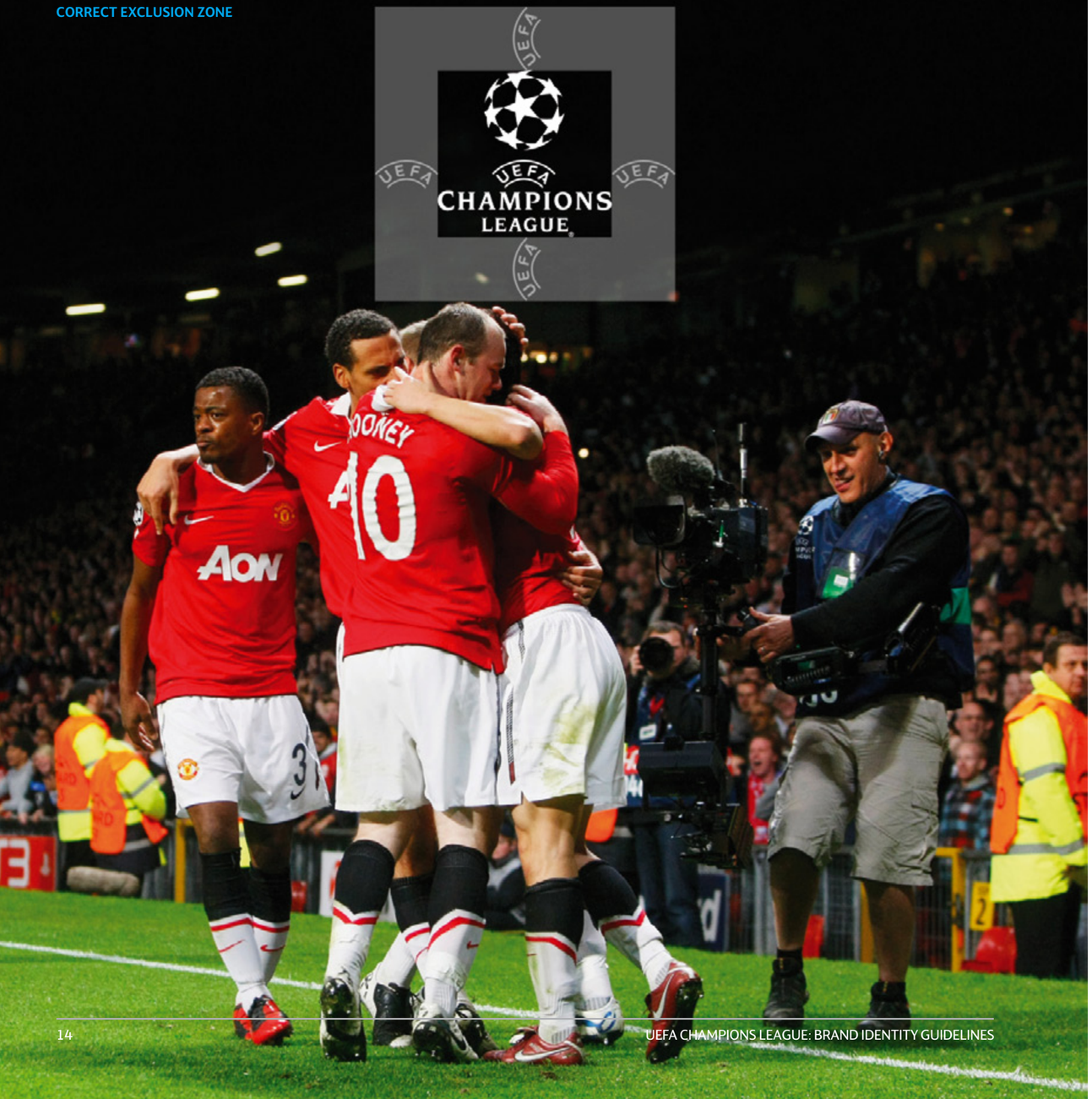
CREATIVE NOTE

/ Whenever possible the competition name should not be split over two lines.

CORE BRAND IDENTITY
EXCLUSION ZONE

The UEFA Champions League logo should always be surrounded by an area of clear space. Within this area no graphic element should be positioned. The size of the clear space area is equal to the width of the UEFA arch.

CORRECT EXCLUSION ZONE



CORE BRAND IDENTITY
DUAL BRANDING

Special guidelines exist when the UEFA Champions League logo is combined with a partner's logo, to ensure the integrity and value of the UEFA Champions League brand is protected.

COMPOSITE LOGOS

Guidelines exist for the development of composite logos. These can be requested from TEAM Marketing. The development of composite logos is subject to a rigorous approval process.

DECORATIVE LOGOS

Where the UEFA Champions League logo is applied on an item of branding in close proximity to the partner's logo, in principle the UEFA Champions League logo should be in a dominant position and never smaller than the partner's logo.

"Combining two strong identities like Ford and the UEFA Champions League requires simple creative rules. We aim to protect the value of each brand whilst retaining the excitement and passion of football."

Source: Ford brand book

CORE BRAND IDENTITY
OFFICIAL TYPEFACE

An official typeface has been created for the UEFA Champions League to reflect the status and unique character of the brand. It is called "Champions" and is available in three weights.

In general, any headline or standalone use of copy should use "Champions". There are no restrictions or recommendations for the use of body copy and partners are free to use any typeface deemed appropriate.

Champions Extra Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%&*(),.;"

Titles

Champions Bold

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%&*(),.;"

Headings

Champions Regular

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
0123456789!@£$%&*(),.;"

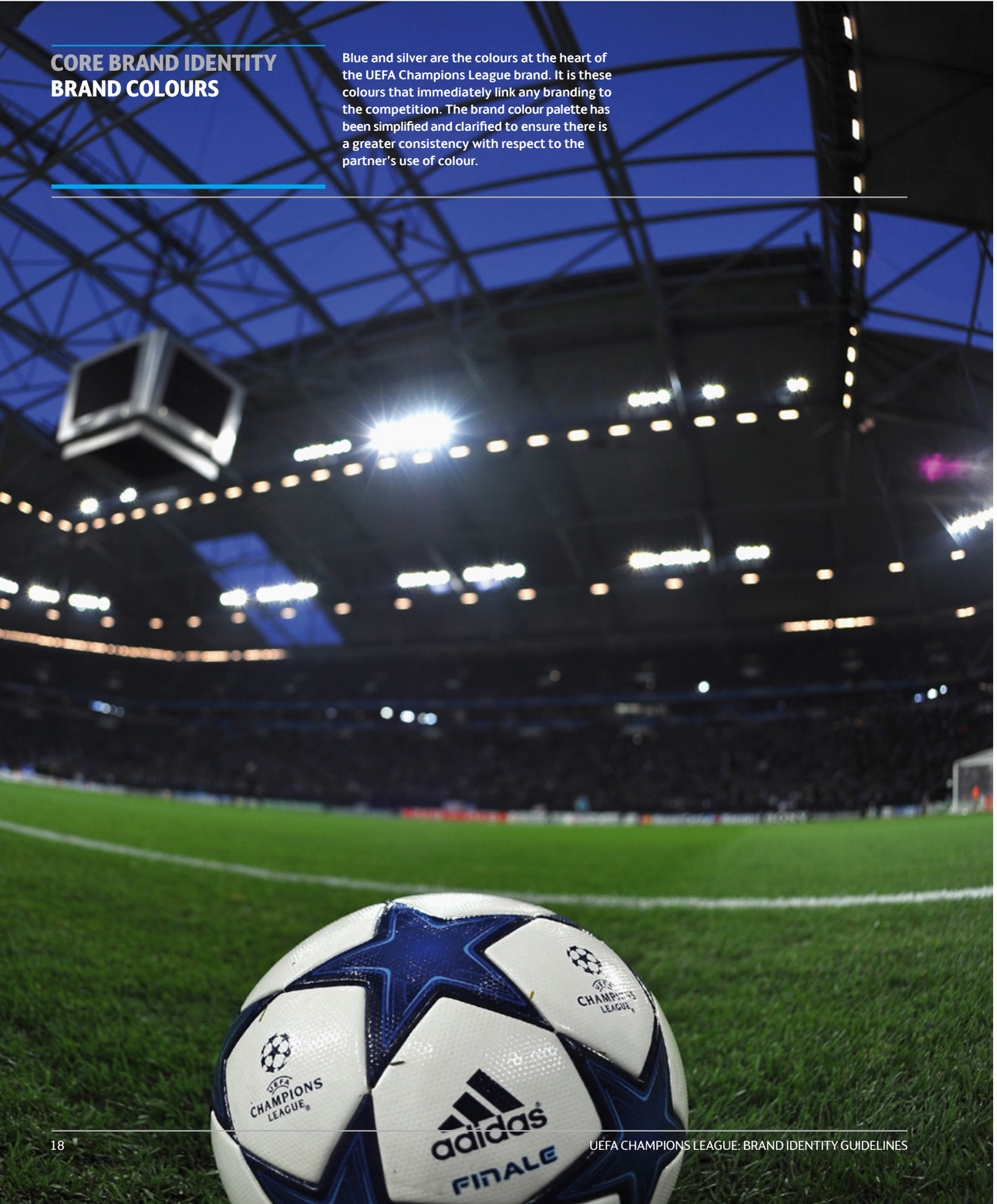
Body Copy

THE OFFICIAL UEFA CHAMPIONS LEAGUE MAGAZINE
Champions
Issue 49 • October/November 2011 • £1.95
CHAMPIONS LEAGUE
Garcia: "My philosophy is always to attack" p90
How to defend by running with the ball p56
Thirteen ways to conquer Europe p64
32 Forensic analysis of every club
Agüero!
Europe's most explosive talent on tactics, Romário and tattoos
Mourinho and Guardiola, Hamšík, Chelsea, Groups of death, Semak, Milan catwalk, Collina

CORRECT USAGE

CREATIVE NOTE

/ When used on the "Ceremony of Light" views or darker backgrounds, the typeface should be applied in white, cyan or silver.



CORE BRAND IDENTITY
BRAND COLOURS

Blue and silver are the colours at the heart of the UEFA Champions League brand. It is these colours that immediately link any branding to the competition. The brand colour palette has been simplified and clarified to ensure there is a greater consistency with respect to the partner's use of colour.

Blue and silver form the main colour palette. Where colours need to be selected to be consistent with the 2012-15 visual identity, a "midnight blue" gradient is made available. It can be used in its entirety or a colour from it can be used to select a UEFA Champions League blue.

These official colours should be used at all times where possible and should be checked against the Pantone® Matching System for reference. All CMYK colour breakdowns have been taken from Pantone® Colour Bridge.

PRIMARY COLOURS

PANTONE® 654 C
C 100 M 73 Y 10 K 50
R 0 G 44 B 95

PANTONE® 877 C Silver
C 0 M 0 Y 0 K 40
R 167 G 169 B 172

SECONDARY COLOURS

PANTONE® 5395 C
C 100 M 71 Y 39 K 95
R 3 G 32 B 47

PANTONE® 661 C
C 100 M 75 Y 0 K 6
R 0 G 53 B 145

PANTONE® Pro Cyan C
C 100 M 0 Y 0 K 0
R 0 G 159 B 218

PANTONE® 429 C
C 21 M 11 Y 9 K 23
R 165 G 172 B 175

MIDNIGHT BLUE BACKGROUND GRADATION

0% C 75 M 65 Y 65 K 90
50%
40% C 100 M 77 Y 0 K 62
50%
80% C 100 M 65 Y 0 K 20

ACCENT COLOURS

Every season, accent colours will be introduced and used on limited event branding items during the "Road to the Final" campaign. These colours can be used with the existing palette to provide a fresh and diverse range of applications.
See page 44 for more information.

"The blue and silver colouration is perceived to convey the significance, gravitas and status of the competition."

Source: Hall and Partners Focus Group Research 2010

CREATIVE NOTE

/ The colour palette has been developed for the design of all UEFA Champions League branding. It does not apply to the logo, which should only be used in black, white, blue or silver. Please see page 10.

CORE BRAND IDENTITY
TROPHY IMAGERY AND LINE ART

The UEFA Champions League trophy represents the ultimate achievement in club football and is a key asset of the UEFA Champions League brand. All creative applications using the trophy must reflect its prestigious quality.

- The supplied artwork should not be modified in any way and must be reproduced in its original colours.
- The UEFA Champions League logo should be added to every application using trophy artwork.
- The following notice should be added for each use of the trophy: © 1996 UEFA TM.
- Permission to use the trophy images varies by partner category. Clubs, sponsors and broadcasters will receive respective usage guidelines.

TROPHY PHOTOGRAPHY

A set of 11 trophy photographs have been supplied specifically for both light and dark backgrounds. The seven preferred examples are shown here for reference.

Where it is not possible to use photography, simplified line art has been generated.

© 1996 UEFA TM

Front majestic full

Front-on full

Slight left majestic full

Right crop

Right turn full

Left and slightly above full

Right tilt back crop

LINE ART

There are also black and blue versions on white if required.

Trophy LIne Art White

Trophy LIne Art Silver (PMS 877 C / K 40%)

CREATIVE NOTE

- New line art has been supplied for the 2012-15 cycle, so older versions should not be used.
- The trophy is an additional element and should not replace the general use of the UEFA Champions League logo.

CORE BRAND IDENTITY
ANTHEM

The UEFA Champions League music has become one of the most emotive and well-known musical anthems in the world of sport. A wide range of edits have been developed for partners to use.

MP3 CLICK ON EACH SPEAKER ICON TO LISTEN TO THE AUDIO SAMPLE

THE ANTHEM
The full three minute recording of the anthem is supplied along with various edited-down versions. 16-bit 48 kHz Stereo and Dolby 5.1 channels (folders)

1. UCL_Anthem_3mins
2. UCL_Anthem_1min
3. UCL_Anthem_40sec
4. UCL_Anthem_30sec
5. UCL_Anthem_20sec
6. UCL_Anthem_15sec

GENERAL USE
A wide range of music edits are available for use in general communication activities, e.g. videos, hospitality, etc. 16-bit 48kHz Stereo and Dolby 5.1 channels (folders)

GENERAL EDITS
1. UCL_General_6sec
2. UCL_General_7sec
3. UCL_General_8sec
4. UCL_General_10sec
5. UCL_General_12sec
6. UCL_General_14sec
7. UCL_General_16sec

GENERAL EDITS + 15 SEC LIVING HOLD
1. UCL_General_6secHold
2. UCL_General_7secHold
3. UCL_General_8secHold
4. UCL_General_10secHold
5. UCL_General_12secHold
6. UCL_General_14secHold
7. UCL_General_16secHold

THE MATCH EXPERIENCE
1. UCL_General_WalkOn_2min8s
2. UCL_General_LineUp_1min6s
3. UCL_General_CupLift_1min36s
4. UCL_General_Emotion_3min2s

BROADCAST USE
Various edits are made available for use in broadcaster promotions and in studio environments. 16-bit 48kHz Stereo and Dolby 5.1 channels (folders)

STINGS
1. UCL_Sting_1sec
2. UCL_Sting_3sec
3. UCL_Sting_5sec
4. UCL_Sting_12sec

STINGS + 15 SEC LIVING HOLDS
1. UCL_Sting_1secHold
2. UCL_Sting_3secHold
3. UCL_Sting_5secHold
4. UCL_Sting_12secHold

BREAK BUMPERS
1. UCL_Bumper1_4sec
2. UCL_Bumper2_4sec

BREAK BUMPERS + 15 SEC LIVING HOLDS
1. UCL_Bumper1_4secHold
2. UCL_Bumper2_4secHold

LIVING HOLD ELEMENT
1. UCL_Hold_15sec

TV PROMOS
1. UCL_Promo1_28sec
2. UCL_Promo2_28sec
3. UCL_Promo3_28sec
4. UCL_Promo4_58sec

VIDEO LOOPS
1. UCL_VideoLoop1_30sec
2. UCL_VideoLoop2_30sec
3. UCL_VideoLoop3_30sec
4. UCL_VideoLoop4_1min
5. UCL_VideoLoop5_3mins

STRINGS ONLY MIXES
1. UCL_Strings_10sec
2. UCL_Strings_20sec
3. UCL_Strings_30sec
4. UCL_Strings_40sec
5. UCL_Strings_1min

MUSIC CUE SHEET
PDF ucl_cue_sheet.pdf

"Nights at Old Trafford, under the lights, the Champions League music... that's what you live for."

Rio Ferdinand

CREATIVE NOTE

/ The score of the UEFA Champions League anthem is available on a USB stick when it needs to be played live.

/ Only versions produced by UEFA can be used by partners. The anthem must never be rearranged or altered.

2. 2012-15 VISUAL IDENTITY

Introduction	26
Design Concept Overview	28
Photographic Aerial View	30
Photographic Side View	31
Photographic Birds-eye View	32
Photographic Corner View	33
Photographic Interior View	34
Photographic Interior TIFO View	35
Photographic Trophy Wide View	36
Photographic Trophy Close-up View	37
Background Views	38
Vector Views	39
Exclusion Zones	40
Application Examples	41
Logo Guidance On-air Usage	42
Logo Guidance Off-air Usage	43
Final Identity Integration	44

2012-15 VISUAL IDENTITY
INTRODUCTION

The 2012-15 creative concept is inspired by the UEFA Champions League brand essence, **"the Best of the Best on the Ultimate Stage."**

Central to the new concept is a ring of huge floodlights which encircle a magnificent football stadium crowned by a silver Starball roof. The floodlights illuminate the stadium with a spectacular **"Ceremony of Light."** This symbolises the spectacle that is created for each UEFA Champions League match night.

2012-15 VISUAL IDENTITY DESIGN CONCEPT OVERVIEW

A wide variety of views of the "Ultimate Stage" that resemble the TV identity have been developed to give flexibility for the development of branded applications.

PHOTOGRAPHIC VIEWS

TIFF

AERIAL VIEW

TIFF

SIDE VIEW

TIFF

BIRDS-EYE VIEW

TIFF

CORNER VIEW

TIFF

INTERIOR VIEW

PSB

INTERIOR TIFO VIEW

TIFF

TROPHY WIDE VIEW

TIFF

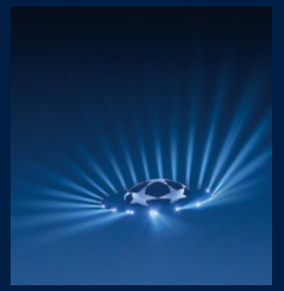
TROPHY CLOSE-UP VIEW

GENERAL GUIDELINES

1. The new "Ceremony of Light" visual identity replaces all the previous identity artwork.
2. The supplied artwork should not be modified in any way and must be reproduced in its original colours.
3. No element should be placed over the stadium on any of the exterior views.
4. The UEFA Champions League logo should be added to every application using the "Ceremony of Light" artwork.

BACKGROUND VIEWS

TIFF

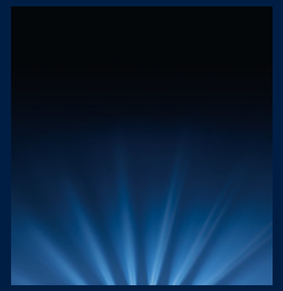


EXTERIOR VIEW

TIFF

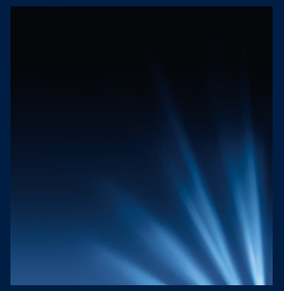
INTERIOR VIEW

TIFF



BEAMS VIEW

TIFF



BEAMS CORNER VIEW

VECTOR VIEWS

EPS

AERIAL VIEW

EPS

BIRDS-EYE VIEW

EPS

SIDE VIEW

CREATIVE NOTE

/ All artwork is supplied in TIFF format and CMYK colours. Please ensure that images are flattened and check that the colour settings are in CMYK (Euroscale Coated v2) before printing.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
AERIAL VIEW

This is the signature image of the new design concept – clearly expressing the impact and dynamism of the "Ceremony of Light."

CROPPING

These examples show the best way to crop the aerial view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
SIDE VIEW

The stadium side view has been refreshed by the addition of the "Ceremony of Light" and is particularly useful for extreme landscape applications.

CROPPING

These examples show the best way to crop the side view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
BIRDS-EYE VIEW

This image emphasises the relationship and similarity between the stadium roof and the Starball element. It is most useful for items which require maximum impact with less requirement for overlaid text or graphics.

CROPPING

These examples show the best way to crop the birds-eye view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
CORNER VIEW

The stadium's position works particularly well at the bottom right corner of designs – with a large space for overlaid text or graphics to the left.

CROPPING

These examples show the best way to crop the corner view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC INTERIOR VIEW

This composition of lights is optimised to illuminate partner graphics placed centrally. The artwork is supplied with and without a centre circle flag – allowing partners to place photography and logos on the pitch. The centre circle flag should not be covered by text or any other element.

CROPPING

These examples show the best way to crop the interior view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC INTERIOR TIFO VIEW

This image has been designed so that partners and clubs can place photography and graphics realistically (yet easily) on the TIFO banner. The artwork is supplied with a blank banner and guidelines for adding imagery.

CROPPING

These examples show the best way to crop the interior TIFO view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

The use of photography is for illustrative purposes only and users of this manual are responsible for obtaining any consent, clearance and/or registration required.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
TROPHY WIDE VIEW

In addition to the available "Ceremony of Light" print views, two visuals have been produced that combine the visual identity with the trophy.

The trophy is highlighted by the ceremonial beams and designed to be used for widescenes, with the environment of the stadium clearly visible.

CROPPING

These examples show the best way to crop the trophy wide view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
PHOTOGRAPHIC
TROPHY CLOSE-UP VIEW

This image has been designed to be cropped to show the trophy in dramatic close-up detail.

CROPPING

These examples show the best way to crop the trophy close-up view when required. The UEFA Champions League logo is shown at the optimum size in relation to the backgrounds.

2012-15 VISUAL IDENTITY
BACKGROUND VIEWS

The background artwork is suitable for applications that contain large amounts of text or graphics and require clean, unobtrusive backgrounds.

BACKGROUND EXTERIOR VIEW

BACKGROUND INTERIOR VIEW

BACKGROUND BEAMS VIEW

BACKGROUND CORNER BEAMS VIEW

2012-15 VISUAL IDENTITY
VECTOR VIEWS

The vector views should never be modified and only the supplied artwork should be used.

The vector views are suitable for applications that require bold, graphic artwork such as single-colour print processes and merchandising applications.

Tinted versions of the vector artwork have been created for use as background elements.

VECTOR AERIAL VIEW

VECTOR BIRDS-EYE VIEW

VECTOR SIDE VIEW

2012-15 VISUAL IDENTITY
EXCLUSION ZONES

Some of the views contain exclusion zones where it is prohibited to overlay any text or graphic elements. These areas are indicated here in pink. Views without exclusion zones do not have such a restriction.

PHOTOGRAPHIC AERIAL VIEW

PHOTOGRAPHIC SIDE VIEW

PHOTOGRAPHIC BIRDS-EYE VIEW

PHOTOGRAPHIC CORNER VIEW

VECTOR SIDE VIEW

VECTOR AERIAL VIEW

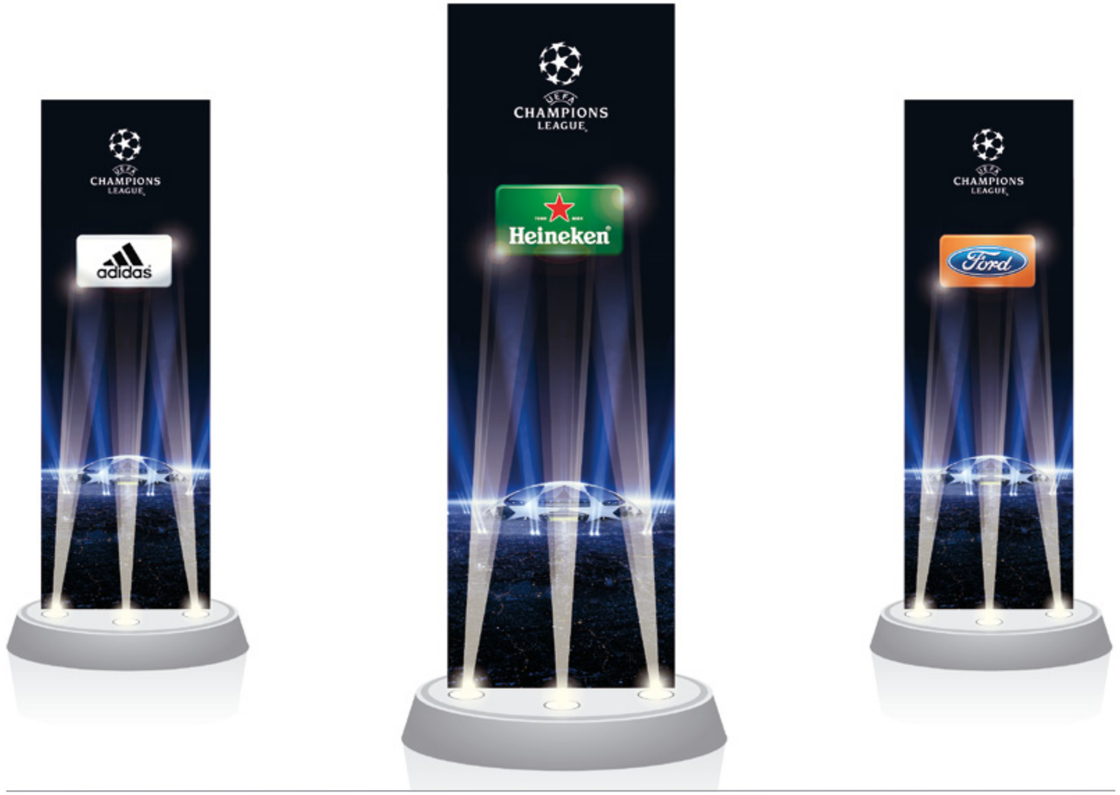
VECTOR BIRDS-EYE VIEW

2012-15 VISUAL IDENTITY
APPLICATION EXAMPLES

The "Ceremony of Light" identity is the common platform for creating fully integrated branding and marketing programmes which are designed to effectively embrace the target audience and create a differentiated brand experience.

The examples on this page illustrate how the identity should be used with additional branding and with the UEFA Champions League logo.

TICKET AND TABLE LIGHTS



2012-15 VISUAL IDENTITY
LOGO GUIDANCE
ON-AIR USAGE

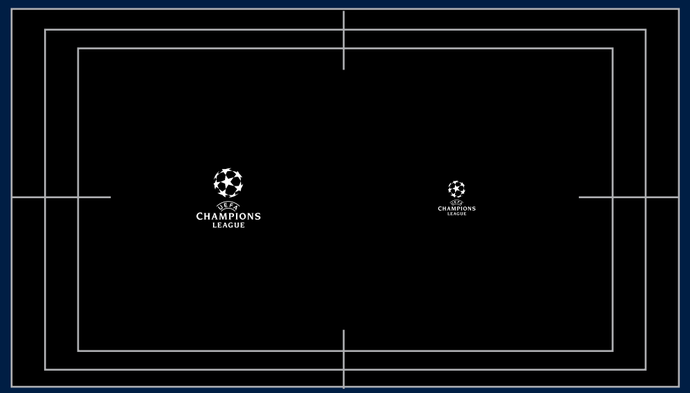
Guidance has been developed to support partners in achieving a consistent presentation of the UEFA Champions League logo which should always be clearly legible.

MAXIMUM HD SIZE: 552px high

MAXIMUM SD SIZE: 302px high

MINIMUM HD SIZE: 178px high
ABSOLUTE MINIMUM HD SIZE: 102px high

MINIMUM SD SIZE: 95px high
ABSOLUTE MINIMUM SD SIZE: 52px high



CREATIVE NOTE

/ The silver logo is the preferred version for all on-air use. For very small size usage, the flat white version would be more suitable for better visibility.

/ Absolute minimum sizes should only be used when there are no other options.

2012-15 VISUAL IDENTITY
LOGO GUIDANCE
OFF-AIR USAGE

Although it is desirable to use the UEFA Champions League logo prominently, overly large uses can sometimes appear clumsy and out of scale. If the logo is added as a sign-off/endorsement please ensure it is sufficiently legible.

LOGO RATIOS

As shown here at actual size, the ideal height for the logo on an A4 page is 34mm and this same ratio can be adopted for all similar applications to various scales. The minimum size for reproduction on any application is 15mm high.

VISUALS

In these examples, the welcome backdrop and the press kit folder are shown with logos used at the correct size and ratio.

CREATIVE NOTE

/ When reproduced at a small size on the "Ceremony of Light" views, the flat white version of the logo should be used to ensure legibility.

FINAL IDENTITY INTEGRATION

To celebrate the highlight of each season, a unique final design is created which injects a flavour of the host city into the UEFA Champions League branding.

The final identity elements will be supplied at the beginning of each season and will consist of all the design elements needed for the final identity design. This identity can be used on the UEFA Champions League "Ceremony of Light" views or on a partner's own materials.

To introduce variety within the core blue and silver colour palette, each final design will have two accent colours which can be used during the knockout phase. Please see page 19 for more details on how to use the UEFA Champions League colour palette.

FINAL 2013 ACCENT COLOURS

PANTONE®
871 C Gold

PANTONE®
267 C

FINAL EVENT POSTER

UEFA CHAMPIONS LEAGUE LOGO

FINAL TROPHY VISUAL

FINAL WORD MARK

FINAL SPECIFIC TOOLKIT ITEMS

CREATIVE NOTE

/ Final design guidelines clarify when the final identity design can be used during the season.

/ All final designs must also prominently feature the UEFA Champions League logo.

3. BRAND ACTIVATION

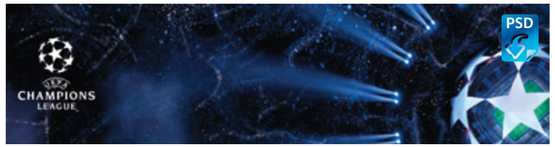
Web Banners	48	Broadcast Toolkit	56
Broadcaster Web Banners	51	3-D Stereoscopic Broadcast Toolkit	59
Mobile Device Graphics	52	Branding Development	60
Partner Promotion	54	Partnership and Collaboration	62

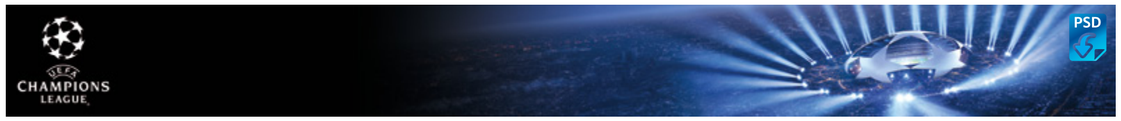
BRAND ACTIVATION
WEB BANNERS

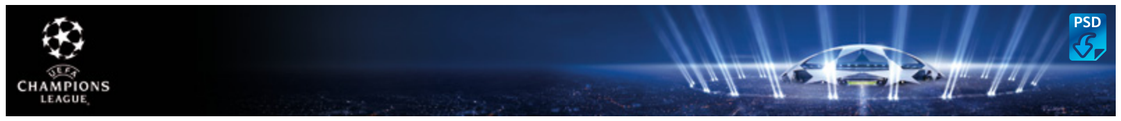
The examples below are indicative formats and based on the following pixel dimensions:

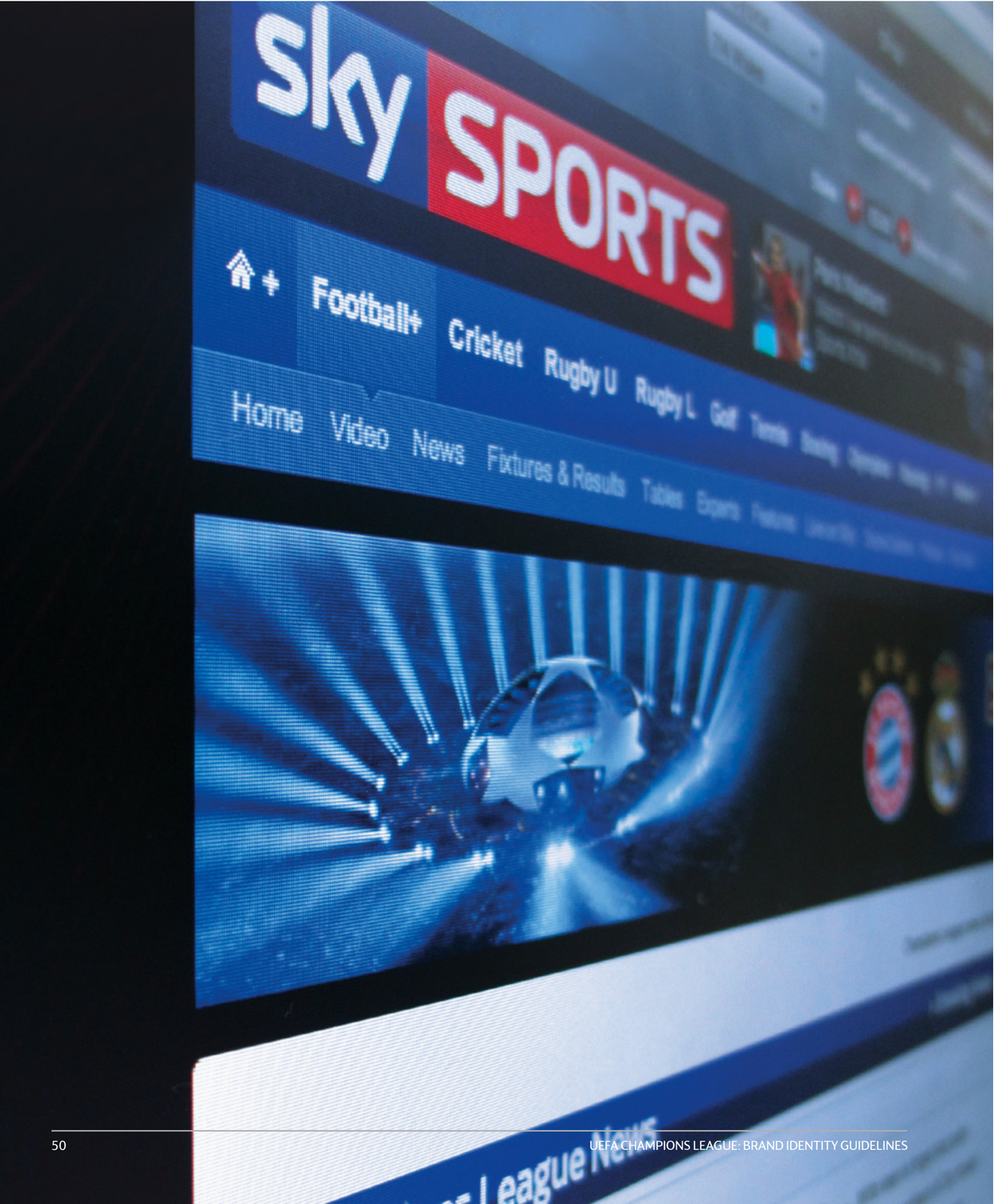
- / 120 x 468px
- / 250 x 300px
- / 80 x 800px

The visuals are not to size and all the materials shown on the following pages are provided on the USB memory stick or the UEFA Champions League brand microsite.









BRAND ACTIVATION

BROADCASTER WEB BANNERS

The examples below are indicative formats and based on the following pixel dimensions:

The visuals are not to size.

/ Rectangle	300 x 250px
/ Wide skyscraper	160 x 600px
/ Rectangle	160 x 120px
/ Leaderboard	728 x 90px

PSD

PSD

PSD

PSD

BRAND ACTIVATION
MOBILE DEVICE GRAPHICS

The examples below show how the "Ceremony of Light" artwork could be integrated into mobile applications:

/ Start-up screens
/ Wallpaper

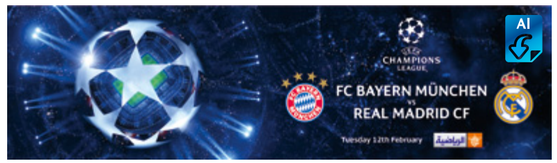
BRAND ACTIVATION
PARTNER PROMOTION

The examples below show how secondary information works within the 2012-15 visual identity and how the partner's imagery can be integrated successfully within specific views.

EVENT POSTER

PARTNER INTEGRATION

COLOUR LANDSCAPE ADVERTS



BLACK AND WHITE LANDSCAPE ADVERTS

TIFO BANNERS

The example below shows how sponsorship imagery should be integrated. The TIFO banners are available as print artwork and as a ready-to-use item within the broadcast toolkit.

PACKAGING

The example shows how the vector view artwork is applied to a sponsor's assets.

CREATIVE NOTE

- Where the "Ceremony of Light" concept is used, the UEFA Champions League logo should, in principle, be added to the item.
- Partners are responsible for clearing intellectual property rights to use club logos.

BROADCAST TOOLKIT

The broadcast toolkits for the 2012-15 cycle will equip broadcast partners with an even wider range of items to create inspiring and effective screen promotions. The toolkit, which features 3-D Stereoscopic items for the first time, will be supplied to broadcast partners before the start of a new season.

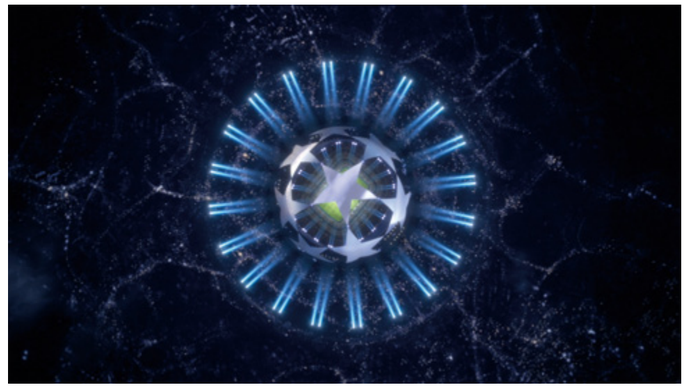
STING WITH LOGO

STING WITHOUT LOGO

PROMO END PAGE

STING WITH LOGO

STING WITHOUT LOGO



MAP PACKAGE

BRAND ACTIVATION
BROADCAST TOOLKIT

To ensure consistency when creating spherical versions of the Starball logo, a CGI model has been developed which sets the standard for the thickness and shape of the stars needed by a 3-D model. These standards resemble the 2-D silver logos described on page 11.

3-D STARBALL

The spherical silver Starball has been designed for broadcast applications such as animated backgrounds and wipes. It can also be incorporated into studio set designs as a virtual CGI element or a physical structure.

The spherical Starball is available as a CGI model and can be rendered in traditional 2-D or 3-D stereoscopic formats.

CORRECT USAGE

CREATIVE NOTE

- Use of the 3-D Starball should be limited and should not replace the use of the standard (2-D) UEFA Champions League logos or the "Ceremony of Light" visual identity.
- Wherever a 3-D Starball is used, the standard (2-D) logo must be present in close proximity.

BRAND ACTIVATION
3-D STEREOSCOPIC BROADCAST TOOLKIT

To support the partner network, and in particular broadcasters, a comprehensive 3-D stereoscopic package has been developed for the 2012-15 cycle. Details of which can be found in the seasonal broadcast toolkit or can be requested from TEAM Marketing.

3-D TV TITLES

All TV titles have been developed as 3-D stereoscopic versions with a lot of additional depth and realism.

3-D MATCH GRAPHICS

All the key match graphics are available in 3-D stereoscopic format to further highlight the benefits of a 3-D stereoscopic broadcast and add to the viewer experience.

3-D BROADCAST TOOLKIT ITEMS

An extensive suite of 3-D stereoscopic toolkit items has been developed to support broadcast partners who wish to create impressive 3-D stereoscopic programmes and promotions. Items include promo openers and closers, stings, loops and other elements.

BRANDING DEVELOPMENT

"Use the UEFA Champions League to generate real brand meaning for Heineken."

Source: 2011/12 UEFA Champions League Campaign ambition

The development of UEFA Champions League branding is a continuous process.

An understanding of how to use the materials supplied by UEFA/TEAM Marketing will lead to the eventual creation of a branded item.

The learnings from any development are then used to improve any future brand use. At all times brand use, within a single organisation, must be consistent and coherent and support the premium positioning of the brand.

1 OBTAIN
Obtain all brand support materials from UEFA/TEAM Marketing.

2 ESTABLISH
Establish key brand contact in organisation, attend one of the UEFA/TEAM Marketing hosted brand workshops.

3 UNDERSTAND
Develop a good understanding of how to use the materials and of the overall UEFA Champions League brand strategy.

4 DEVELOP
Develop own branding strategy and unique UEFA Champions League style.

5 OFFICIAL BRANDING
Only use branding items supplied by UEFA/TEAM Marketing and any seasonal updates (e.g. for a final).

6 APPROVAL
Seek approval where necessary.

7 CONSISTENCY
Ensure brand use is consistent within the organisation and from season to season.

8 AUDIT
Audit brand use and conduct research with consumers to make improvements for the future.

PARTNERSHIP AND COLLABORATION

The new identity that has been created by UEFA for the partners of the competition reflects the brand values and fully supports the premium positioning of the UEFA Champions League.

There are many users of the brand all over the world, it is important that everybody appreciates the strategic direction of the brand and applies the branding correctly.

Together we will all build an even stronger brand for the future.

Together on the Ultimate Stage

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Printing: Identity

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The use of partner logos (for example club logos, sponsor and broadcaster logos) and player images in these brand identity guidelines are strictly for illustrative purposes. Users of these guidelines are responsible for obtaining any consent, clearance and/or registration required for the use of any partner logo or player images.